



Hearing Health & Loss Prevention Study

 synchrony |  CareCredit

Why this study was conducted



Help bridge the gap between audiologists and young adults



Help make a positive impact on practices and providers



Help people hear the things they love, longer

Who did we talk to?



Gen Z: 18-27
Millennial: 28-43
Gen X: 44-55

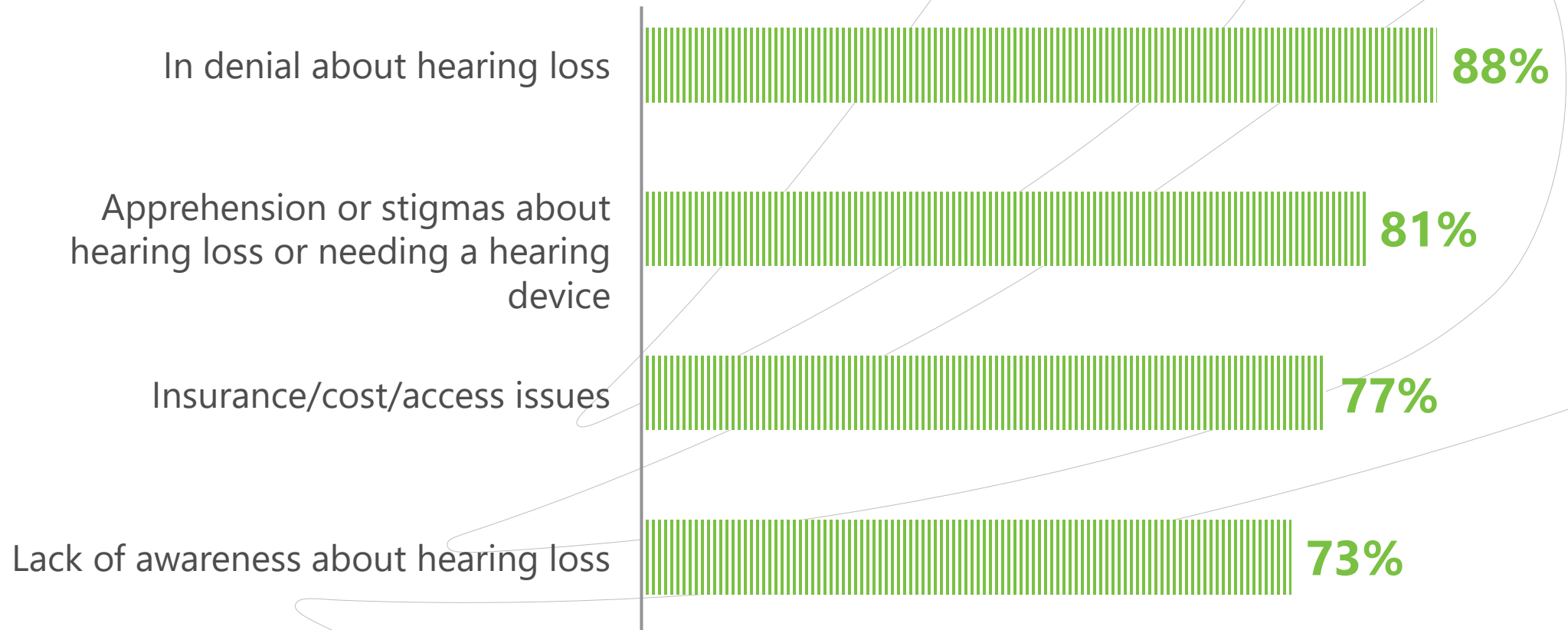


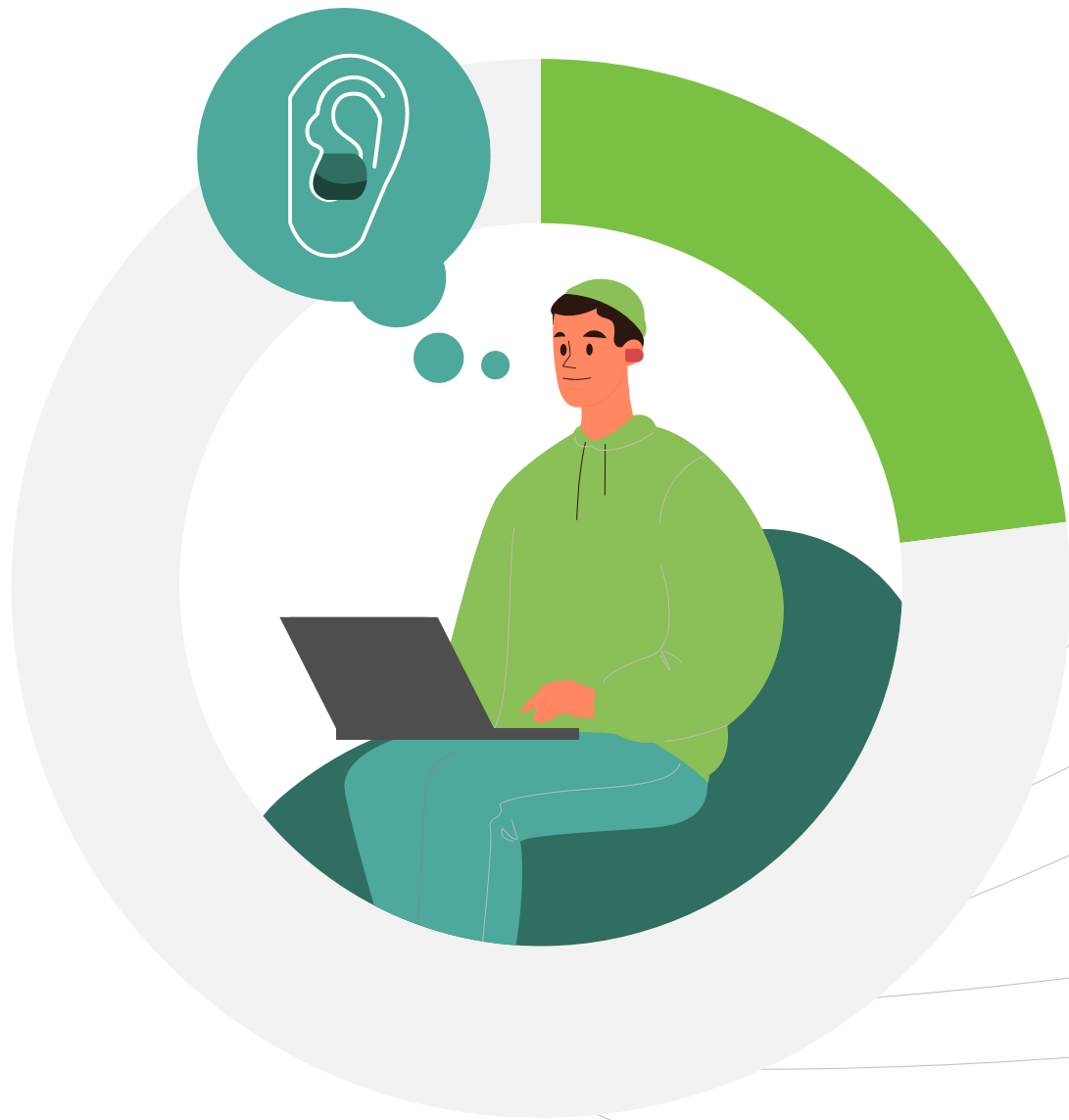
Audiologists
representing 2-40
years of practice



**What do you think prevents
younger generations from
pursuing audiology care?**

AUDIOLOGIST'S OPINIONS ON WHY ADULTS 18-55 DO NOT CONSULT ABOUT HEARING/GET HEARING EVALUATED





Stigma

Only 23% of consumers say they would wear a hearing device **if necessary.**

About 6 in 10 people who wear hearing devices are embarrassed to be seen wearing them.

What are effective ways you've seen that can help patients overcome stigma when accepting care?

Do you think the perception of hearing devices has changed in recent years?

Among those who are hearing impaired but don't have a device, 32% cite discreetness as a motivator for wearing one.

How can we leverage the new developments Apple has made in audiology device accessibility?



Awareness

71% of consumers were NOT aware of a link between hearing loss and the development of dementia.

"Parent / family concern."

-Au.D, 30 years in
practice

"Their spouse or friends say they can't
hear."

-AU.D, 7 years in practice

What has brought younger patients in to get their hearing tested?

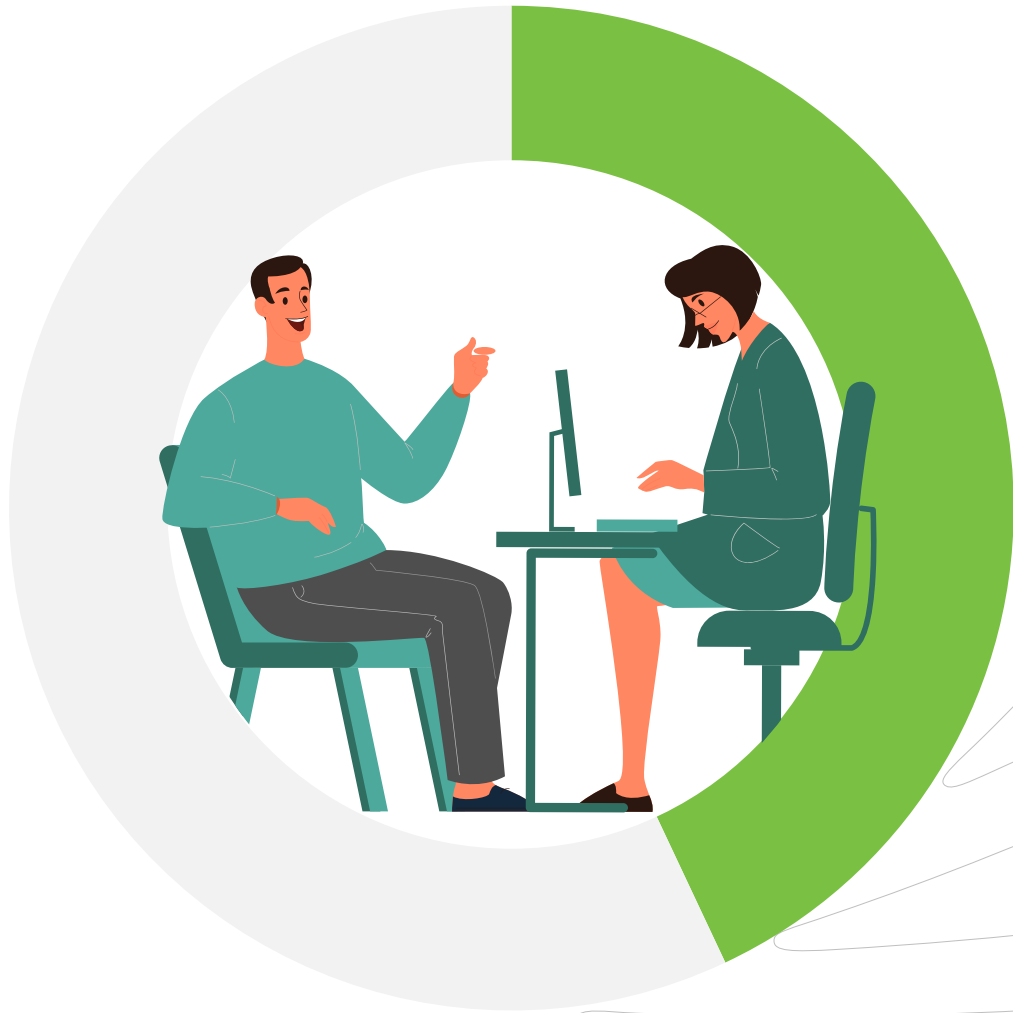
"Family members or friends who tell them they cannot hear
well."

-Au.D, 31 years in practice

How can we encourage current patients to be advocates for hearing health?

1 in 4 consumers who've never discussed hearing with a healthcare provider would get their hearing checked if a loved one recommended it.

Is there a way to balance educating patients about hearing loss while ensuring they don't feel overwhelmed?



Cost

43% of consumers that have never discussed their hearing with a healthcare provider said **they would be motivated to get their hearing checked if it was free.**

How can we make hearing aid pricing transparent and easy for patients to understand?

75% of people who are hearing impaired but don't have a hearing device agree that hearing devices are expensive.

**How can we best communicate
the long-term value of hearing
care to patients?**

What's the best way for providers to integrate and share information about CareCredit in their practice to help empower patients to move forward with hearing care?

We're in this together.

Explore the Synchrony Hearing Health & Loss Prevention Study for more research and insights.



Scan to download or visit
preventativehearinghealth.com



The background is a solid teal color with a white, semi-transparent sine wave pattern that flows across the frame from left to right. The wave has a consistent frequency and amplitude, creating a rhythmic visual texture.

Questions?